



WELCOME VISITORS

To the Carter
County Fair

VISIT OUR BOOTH IN THE
EXPOSITION BUILDING

Madden's Fall Fashion Show and Merchandise Display Unique

Wednesday Night, September 13th

LIVING MODELS

Promptly at 8 o'clock

Show Windows Unveiled at 7:30

ASSISTED BY SOME OF ARDMORE'S FAIREST WOMEN AND MISSES, WE SHALL AT THIS TIME DISPLAY FOR YOUR APPROVAL THE LATEST FALL WEARABLES IN ALL THEIR BEAUTY WHICH CAN ONLY BE REALIZED BY SEEING THEM ON THE LIVING MODELS.

NO GOODS WILL BE SOLD ON THIS EVENING'S OCCASION, BUT THE PUBLIC IS CORDIALLY INVITED TO VISIT OUR ESTABLISHMENT, BE MADDEN'S GUEST FOR FASHION NIGHT'S ENTERTAINMENT AND WE SHALL MAKE THE TIME SPENT WELL WORTH YOUR WHILE.

MUSIC

By the K. of P. Saxophone
Sextette

RAISING OUR OWN STANDARDS IN STYLE, QUALITY AND SERVICE

Comparing ourselves, not to our competitors, merely to ourselves of the past. The Madden's of today is far better equipped to cater to the growth of the city, to the increasing demand for better merchandise and to the public's growing appreciation of style and service.

WEST BALCONY

Madden's Millinery Section

Introducing three of the greatest lines of Trimmed Hats in America. Using only experienced buyers and talented designers, we offer you the very latest in

GAGE FISK RAWAK

Showing imported hats from those extreme designers and on down to the simplest inexpensive sailor. Everything to wear from the Infants' cap, the Miss from 2 to 14 years and for the elderly woman of sixty. Our prices you will find most reasonable. You will find that Madden's give you more real hat value, both in style and materials than you have ever been accustomed to getting.

We have hats of every price up to \$25.00

In connection with our ready trimmed hats we also show an exclusive line of Veils and Veilings. Also the very newest of Hat ornaments.

Quite a number of our hats will be shown by the living models on Wednesday night

Second Floor

Ladies' and Misses' Ready-to-Wear Dept., a Place of Exceptional Interest

THE TAILORED SUITS

The following colors have been selected by America's foremost designers as the correct shades for the coming season. In the order of their popularity—1st navy blue, 2nd dark brown, 3rd bottle green, 4th deep purple; two hundred of these will be ready from which to make selections. Old prices prevailing \$18.50, \$25.00, \$27.50, \$30.00, \$32.50 and up to \$100

THE DRESSES

Silks and Serges are far in the lead in the favor of those who know. The leading manufacturers are showing the shiny soft silks. Of course Satins and Charmeuse are shown. We invite you to see these new silks on display both in our ready-made dresses at our silk counter. The dresses we show are priced from \$7.50 to \$45.00
OTHER ITEMS OF INTEREST IN THIS DEPARTMENT—SHIRT WAISTS, SILK UNDERGARMENTS, PETTICOATS, CORSETS, COATS, FURS, and FUR COATS.

FIRST FLOOR

THIS STORE PROTECTED ON PRICES. DUE TO THE FORESIGHT OF OUR BUYING.
WOOLENS, LINENS, SILKS AND STAPLES BEING AFFECTED

Silks—First quality Satin.....	\$1.35 yard	The best Charmeuse.....	\$2.00 yard
40-inch Taffetas.....	\$1.25 yard	Georgette Crepes.....	\$1.50 yard
Silk Chiffon Cloth.....	1.00 yard	Silk Net.....	\$1.50 yard
Chiffon Georgette, the new cloth, at.....			75c yard
Woolens—Wool Serges.....	50c 65c 75c \$1.00 and \$1.25 yard		
Trimmings—Gold and Silver Laces, Gold and Silver Ribbons.....			
Fur Trimmings—Every kind, width and price. These come in the Coney, Mole and Fischer.....			
STAPLES—that we all use—3/4 Paper Bleached Sheet at.....	27 1/2c yard		
Gold Medal and Hope Bleached Domestic at.....	10c yard	Knight Cambric, at.....	10c yard

EAST BALCONY

The Shoe Style Situation

We have heard women say "I feel better in even a plain house dress, with good-looking shoes, than I do in silks with shabby or ill-fitting shoes on." That statement is in thorough accord with our views. There is no other article of a Woman's apparel nearly so important as her footwear. A well fitted, modish pair of boots will "make the costume." An ill-fitting pair will ruin the looks of any dress.

This is the season of trim, graceful lines, novel ideas are an absolute necessity, but harmony must predominate in color and in line. Loudness in shoe styles is hardly worth while. It merely betrays an inclination towards the gaudy. Above all, insist on perfect fitting shoes. There is no excuse for the other kind.

In offering you Griffin-White boots we are offering you boots that have grace and beauty in every line. Our experience and our skill in fitting is at your service.

WE OPERATE A PARCEL CHECK SYSTEM FOR THE ACCOMMODATION OF THOSE WHO DESIRE TO LEAVE PACKAGES OR GRIPS WITH US FOR SAFE KEEPING. NO CHARGE FOR THIS SERVICE.

Madden's

Ardmore—5 and 7 E. Main St.

New York Office, 334 4th Ave.

MEN ARE REQUESTED TO READ OUR HALF PAGE "AD" ON PAGE 3, SECTION 2, OF THIS PAPER. IT CONTAINS NEWS OF SPECIAL INTEREST TO THOSE WHO WOULD HAVE THE BEST IN WEARABLES.